

REMARKS

Claims 2-4, 6-7, and 9-22 are pending in this application, with Claim 8 cancelled, and Claims 9, 19, and 21 amended. The Applicant respectfully requests reconsideration and review of the application in view of the amendments and the following remarks. Claim 9 has been amended to correct the dependency in view of the cancellation of Claim 8. By the foregoing amendments, no new matter has been added.

Before addressing the merits of the rejections based on prior art, a brief description of the present application is provided. The present application discloses a method for interrupting the normal operation of a Web browser operating on a recipient computer to provide predefined content data to an Internet user. Specifically, a Web site operating in accordance with the present invention is adapted to provide a Web browser operating on a recipient computer with Web site content data (i.e., first page data) and program instructions that modify the normal operation of the Web browser. When an Internet user instructs the modified Web browser to retrieve some user-defined content data (i.e., second page data) by depressing the "Back," "Forward," or "Home" toolbar buttons, the modified Web browser will provided the Internet user with predefined content data (i.e., third page data). This predefined content data (which is predefined by the Web site) is provided to the Internet user instead of, or in addition to, the user-defined content data. A Web site practicing the present invention can extend its access to an Internet user regardless of the provider of the user-defined content data. Claims 19 and 21 are amended to clarify these aspects of the invention.

The Examiner rejected Claims 2, 7, 9, 11 and 16-22 under 35 U.S.C. §102(e) as being anticipated by Filepp et al. The Examiner also rejected Claims 3-4, 8, and 12-15 under 35 U.S.C. §103(a) as being unpatentable over Filepp et al. in view of Murray. The Examiner also rejected Claims 6 and 10 under 35 U.S.C. §103(a) as being unpatentable over Filepp et al. in view of Murray and Rothfus et al. The Applicant respectfully traverses these rejections with respect to Claims 2-4, 6-7, and 9-22.

Filepp is directed to a method for presenting applications to a user of an interactive service. Referring to Fig. 3b, a page 255 is presented to a user of the interactive service. The page 255 includes a plurality of partitions, such as a header partition 250, a body partition 260, an advertisement partition 280, and a command bar partition 290. These partitions either provide the user with information or an interactive application. For example, the header partition 250 and the advertisement partition 280 provide title and advertisement information to the user. On the other hand, the body partition 260 provides an interactive application, or more particularly an interactive apple purchasing application, to the user. By activating this application, which entails inputting data into the various display fields (i.e., 270, 271, and 272), the user will be provided with additional information pertaining to his apple order (see col. 37, lines 38-54). The command bar partition 290 contains a number of commands that are associated with a corresponding interactive application. Specifically, the command bar partition 290 includes a next 291, back 292, path 293, menu 294, action 295, jump 296, help 297, and exit 298 command. By activating any of these commands, the corresponding application will provide the user with additional information, which may also be interacted with to obtain further information (see col. 10, lines 24-35).

If the user interacts with the next 291 or the back 292 command, the user will be provided with the next page or the previous page (respectively) from the current page set (see col. 17, lines 42-49). If the user interacts with the path 293 command, the user will be provided with a user-defined page containing information from a list of pages that the user previously selected (see col. 17, lines 54-56). If the user interacts with the menu 294 command, the user will be provided with a menu page containing a set of choices that were previously displayed to the user (see col. 17, lines 57-58). If the user interacts with the action 295 or the jump 296 command, a window partition 275 (see Fig. 3a) will be provided to the user. The action 295 command operates in conjunction with a displayed application (e.g., the apple purchasing application), and either provides the user with additional application information, or prompts the user to enter additional

transactional data (see col. 17, lines 59-64). The jump 296 command, which operates similar to a search engine, enables the user to enter keywords into the window partition 275 so that additional keyword information can be displayed (see col. 17, lines 65-67). If the user interacts with the help 297 command, the user will be provided with additional information pertaining to the location of the cursor (see col. 18, lines 1-5). Finally, if the user interacts with the exit 285 command, the user would be provided with a log-off page (see col. 18, lines 6-8), which enables the user to exit the network.

In other words, Filepp discloses providing a user with a page 255 (i.e. first page data) containing a plurality of partitions, where each partition contains information, interactive applications, or interactive commands. If the user interacts with an interactive application or command, the user will be provided with additional page data (i.e., second page data). For example, if the user interacts with the apple purchasing application, the user will be provided with additional apple purchasing data (i.e., second page data). If the user interacts with the exit 298 command, the user will be presented with log-off data (i.e., second page data). If the user interacts with the jump 296 command, the user will be provided a window partition 275 containing search engine data (i.e., second page data). If the user interacts with the search engine, the user will be provided with result data (i.e., third page data).

In contrast, the present application discloses a Web site that provides content data (i.e., first page data) and program instructions to a Web browser operating on a recipient computer. The program instructions modify the Web browser to provide the Internet user with third page data when second page data is requested. In Filepp, if the user interacts with the back 292 command, the user is provided with the previously viewed content (i.e., second page data). However, in the present invention, if the user interacts with the "Back" toolbar button, the user is provided with predefined data (i.e., third page data) instead of, or in addition to, the previously viewed content (i.e., second page data). Thus, even if the user attempts to leave the Web site by interacting with the "Back" toolbar button, the Web site can instruct the Web browser to provide the Internet

user with additional data that was predefined by the Web site.

The present invention also differs from Filepp, in that Filepp provides the recipient computer with a fully functional page 255 that contains information, interactive applications, and interactive commands. The present invention requires that a Web browser (e.g., application containing interactive commands) be stored on a recipient device such that the Web browser can be modified by program instructions provided by the Web site. Filepp does not suggest or disclose a recipient computer containing a Web browser, a Web site providing the recipient computer with program instructions for modifying the Web browser, or a modified Web browser providing third page data when second page data was requested.

More particularly, with respect to Claim 2, Filepp fails to suggest or disclose a method for controlling a user's access to information comprising: "transferring additional software to the recipient computer..., wherein the additional software comprises at least one program routine for interacting with further software that operates on the recipient computer..., the further software comprising at least one function operable at the selection of the user for requesting access to second information content; operating the recipient computer to provide access to third information content in response to the activation of the at least one function in the further software." Accordingly, the rejection of Claim 2, as well as the rejection of independent Claims 11, 17, 19, and 21, which have similar limitations as Claim 2, should be withdrawn. Additionally, the rejection of Claims 7, 9, 16, 18, 20, and 22, which depend from the aforementioned independent claims, should be withdrawn.

Murray is directed to integrating a message, such as an advertising message, into specific Web content. An object manager is used to receive and analyze a request for content. If the object manager determines that the requested content is designated for the insertion of a message, then the object manager inserts the message into reply packets, which are downloaded to the recipient computer. The object manager operates remotely from the recipient computer, either in conjunction with a single server

or a plurality of servers (see col. 8, lines 10-17, and Figs. 1 and 6).

The Examiner has cited Murray for its disclosure of transferring content in an HTML format and transferring browser script that interacts with a browser program on the recipient computer. To support this the Examiner has directed the Applicant's attention to col. 9, lines 37-49 of Murray, which discloses a Web browser operating on the recipient computer for displaying and processing HTML formatted data. Although this cited portion discloses a Web browser operating on a recipient computer, it does not suggest or disclose that a browser script (or program) is provided to the recipient computer that modifies the Web browser. The only software that Murray discloses as operating on the recipient computer is a Web browser 13 and an object placer 16 (see Fig. 2). Murray discloses that the object placer 16 works in conjunction with the Web browser 13 to enable specific information, or messages, to appear in the selected content, in a scale corresponding to the relative feature sizes displayed in the content, and in the specific locations designated (see col. 4, lines 47-53). Thus, the object placer 16 only helps the Web browser 13 display the second page data that is requested. The object placer 16 does not modify the Web browser 13 to provide third page data when second page data is requested. Regardless, Murray otherwise fails to make up for the deficiencies of Filepp discussed above. Additionally, there is no teaching or suggestion, either in Filepp or Murray, to combine the references as suggested. The rejection of Claims 3-4 and 12-15 should be withdrawn.

Rothfus is directed to storing an information element in a repository arrangement, and providing the repository location for that element in a primary, published, first network addressable location. Internet users seeking the information element will be directed to the first network addressable location, which will then redirect the Internet user to the repository location. The Examiner has cited Rothfus for its disclosure of storing identical information on multiple Internet Web sites. The Applicant does not believe that Rothfus is applicable to the present application. Regardless, Rothfus otherwise fails to make up for the deficiencies of Filepp discussed above. Additionally,

there is no teaching or suggestion, either in Filepp, Murray, or Rothfus, to combine the references as suggested. The rejection of Claims 6 and 10 should be withdrawn.

In view of the foregoing, the Applicant respectfully submits that Claims 2-4, 6-7, and 9-22 are in condition for allowance. Reconsideration and withdrawal of the rejections is respectfully requested, and a timely Notice of Allowability is solicited. To the extent it would be helpful to placing this application in condition for allowance, the Applicant encourages the Examiner to contact the undersigned counsel and conduct a telephonic interview.

While the Applicant believes that no fees are due in connection with the filing of this paper, the Commissioner is authorized to charge any shortage in the fees, including extension of time fees, to Deposit Account No. 50-0639.

Respectfully submitted,



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Brian M. Berliner
Attorney for Applicant
Registration No. 34,549

O'MELVENY & MYERS LLP
400 South Hope Street
Los Angeles, CA 90071-2899
Telephone: (213) 430-6000